

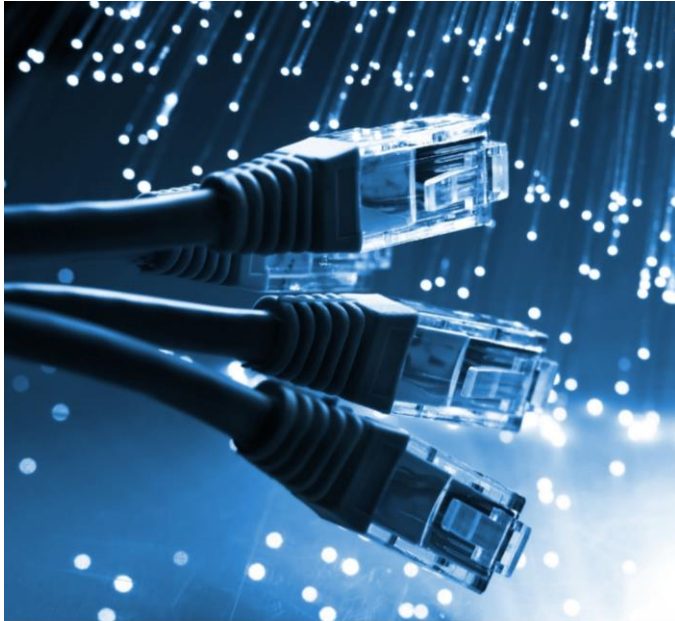
The Broadband Imperative: Creating an Intelligent Ohio



Global Institute for the Study
of the Intelligent Community



Welcome and Thank you!



Agenda:

- The Intelligent Community Movement
- The Broadband Economy
- Smart Cities – Intelligent Communities
- Intelligent Community Indicators
- Intelligent Community Awards
- Intelligent Community Institute
- Vision Statement
- Facilitated Discussion

The Intelligent Community Movement



Intelligent Communities are those which have – whether through crisis or foresight – come to understand the enormous challenges of the Broadband Economy, and have taken conscious steps to create an economy capable of prospering in it.



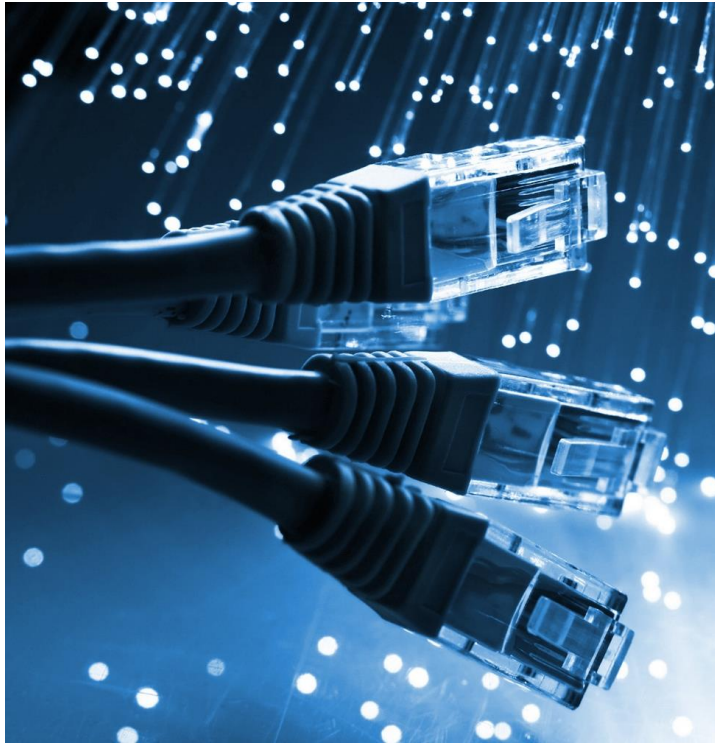
Global Reach, Local Gain



Through local broadband, individuals, small businesses, institutions and local governments have gained access to worldwide information resources and a broad range of tools to connect locally and globally.



The Broadband Economy



Globalization = Glocal

- Growth of global networks
- Decreasing costs
- Increasing trade volumes/exchanges
- Increasing productivity



From Smart Cities to Intelligent Communities



Smart City projects **make cities work better.**

Intelligent Communities seek to **make better cities** – where citizens and employers thrive and prosper in the broadband economy.





Intelligent Community Indicators

The conceptual framework for understanding all the factors that determine a community's competitiveness in the Broadband Economy.





Broadband

Broadband is the **next essential utility**, as vital to economic growth as clean water and good roads.





Knowledge Workforce

- Higher knowledge and skills
- Continuous improvement of skills
- Life-long learning
- Growing, retaining and attracting knowledge workers





Innovation

- Knowledge + talent + market access
- Build innovation capacity
- E-government – raise digital awareness/savvy





Digital Equality

Everyone deserves access to broadband technology and the skills to use them.





Sustainability

As humanity begins to push up against the limits of the ecosystem to provide resources and absorb waste, find ways to continue growth while reducing environmental impact.





Advocacy

"I'm all for progress; it's change I can't stand." – Mark Twain

***Embracing change and shaping it –
and telling your story!***





Intelligent Community Awards

To salute the accomplishments of communities in developing inclusive prosperity on a foundation of information and communications technology, and to gather data for ICF's research programs.



A Tale of Two Cities



MITCHELL, S.D., USA

POPULATION: 15,254



NEW TAIPEI CITY, TAIWAN

POPULATION: 6,870,357

Global Institutes



How Can the Institute Help?



- By being a blueprint for new industry creation in Ohio & elsewhere
- By studying models of how ICF broadband communities turn fiber access into economic & social value
- By sharing best practices throughout the state
- By facilitating interactions/exchanges of information and experiences among communities, organizations and businesses

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Global Institute - Partners



- Aultman Health Foundation
- Canton Small Business Development Center
- City of Athens
- City of Columbus
- City of Dayton
- City of Hudson
- City of Logan
- City of Marysville
- City of Westerville
- Columbus 2020

Global Institute - Partners



- Columbus Fibernet
- Connect Ohio
- GGNNet Technologies
- Hamilton/Clermont Cooperative Association
- Hilliard Jeane
- Ice Miller
- MORPC
- Metro Data Center
- Medina County Fiber Network
- Miami Valley Educational Computer Association

Global Institute - Partners



- National Digital Inclusion Alliance
- Oak Hill Collaborative
- OhioHealth
- SZD Whiteboard
- Smart Coast
- TechGrowth – Ohio University
- The Ohio State University
- TotalSim USA
- Union County
- Village of Somerset



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Vision

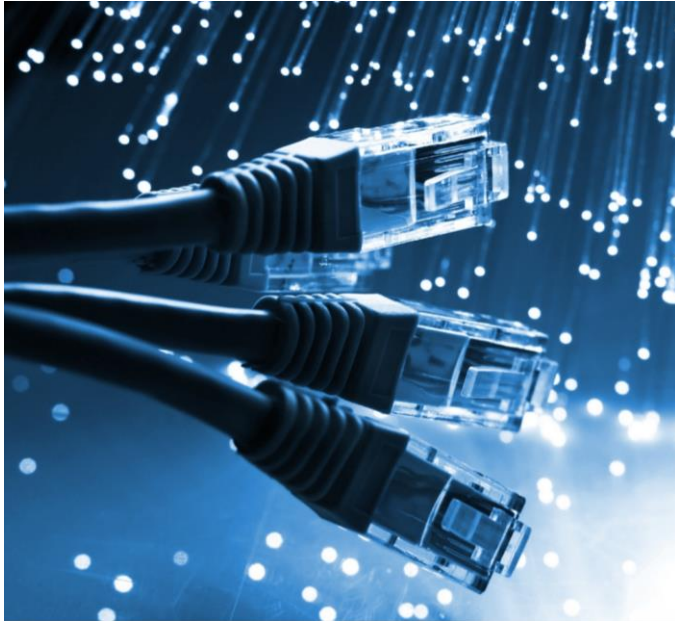
To create an Intelligent Ohio by expanding the base of awareness regarding issues central to the development of communities in the 21st Century “Broadband Economy” or digital age.

Global Institute



Accomplishments:

- Secured the Institute
- Held two Institute Meetings
- Established a Vision
- Immediate Action Plan
 1. License and Funding
 2. Facilitate Meetings
 3. Tell the Story (Road Shows)
 4. Self-assessment Tool
 5. Connect Ohio Funding
 6. Inventory (Capabilities and activities)
 7. Website
 8. Intern Support (Research)
 9. Grants (Research)
 10. Training



Toward an Intelligent Ohio



Smart21 of 2006
Cleveland, Ohio, USA

Smart21 of 2008
Dublin, Ohio, USA
Northeast, Ohio, USA

Smart21 of 2009
Dublin, Ohio, USA

Smart21 of 2010
Dublin, Ohio, USA

Smart21 of 2011
Dublin, Ohio, USA
Northeast Ohio, USA

Smart21 of 2012
Columbus Region, Ohio, USA

Smart21 of 2013
Columbus, Ohio, USA

Smart21 of 2014
Columbus, Ohio, USA

Smart21 of 2015
Columbus, Ohio, USA



Top7 of 2006
Cleveland, Ohio, USA

Top7 of 2008
Northeast Ohio, USA

Top7 of 2010
Dublin, Ohio, USA

Top7 of 2011
Dublin, Ohio, USA

Top7 of 2013
Columbus, Ohio, USA

Top7 of 2014
Columbus, Ohio, USA

Top7 of 2015
Columbus, Ohio, USA



**Intelligent Community
of the Year 2015**
Columbus, Ohio, USA





Global Institute for the Study
of the Intelligent Community

You're Invited!

*To share your experiences, learn from
others and participate in the dialogue
to create an Intelligent Ohio*



Connect Ohio

- Eight years as Ohio's nonprofit, neutral source for complete and accurate broadband data
- Advocating to connect communities and expand broadband access, adoption, and use statewide
- Key services:
 - ❖ Broadband Mapping, Research, and Visualization
 - ❖ Community Planning and Technical Assistance
 - ❖ State and Federal Broadband Policy Monitoring and Analysis

Access

The physical connection to high-speed infrastructure

Adoption

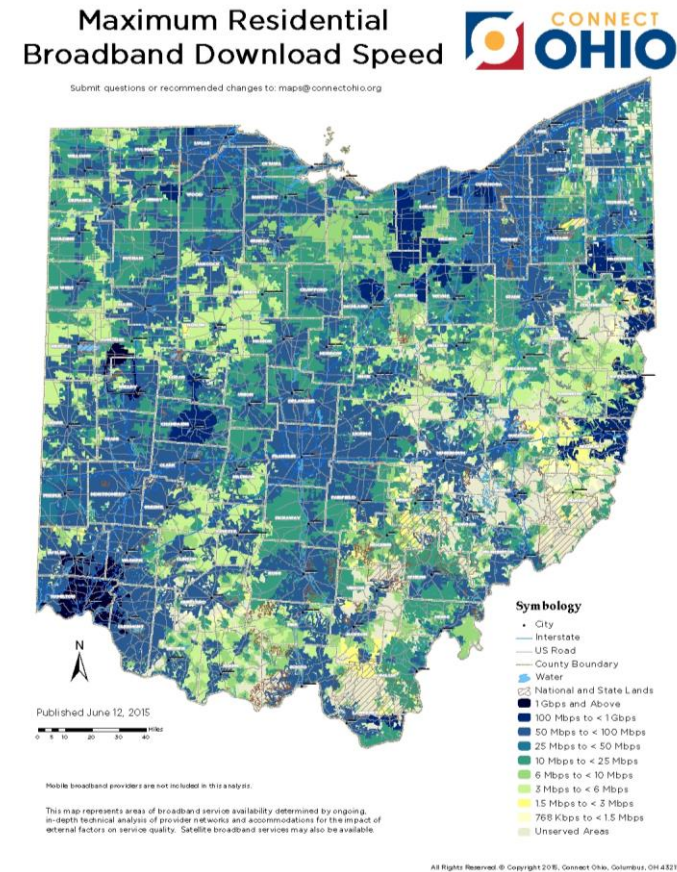
Recognizing the value of broadband and subscribing either at home, work, or via public institutions

Use

Skills and applications to leverage technology to improve quality of life and community/economic development

Answers Connect Ohio can provide...

- Where is broadband available in Ohio?
- How many people do not have adequate access to broadband, and where are they?
- Are there differences between claimed broadband availability and actual connectivity?
- How are Ohioans using broadband?
- Are there different “use” profiles for broadband based on demographic profile?



Connected Community Engagement Program –

Empowering local, collaborative, and data-driven technology planning to inform intelligent, digital development

A facilitated community technology planning effort that assesses the access, adoption, and use of broadband in every sector of a community to help resolve broadband gaps and meet technology goals.



Connected Process

ENGAGE

- Multi-sector community broadband planning team
- Community Technology Advisors facilitate

ASSESS

- Identify local assets and current projects
- Assess local broadband access, adoption, and use

PLAN

- Collaborate to develop a technology action plan

PROMOTE

- Build awareness locally via events & media
- Promote status via certification
- Implement the plan

Sample Output:

- Better understanding of the community's access, adoption, and use of broadband.
- Actionable plan to improve and fill gaps discovered during the assessment.
- Leverage participation in Connected as a recruitment tool for residents and industry.
- Network with other communities.
- Create an empowered and informed community team.

ECONOMIC ACTIVITY



Businesses with 25 Mbps or faster Internet connection

The FCC recommends the following minimum download speeds per user for the following business activities: email, 0.5 Mbps; web browsing, 1 Mbps; VoIP, less than 0.5 Mbps; basic video conferencing, 1 Mbps; and streaming video, 0.7 Mbps.



Small businesses (less than 20 employees) with a website

Nationally, only 51% of small businesses have a website despite the fact that 97% of consumers search for products and services online.



Businesses using or planning for e-commerce development

Only 26% of small businesses have an e-commerce-enabled website even though 61% of U.S. consumers report making the majority of their purchases online.



Businesses with or planning to implement a telework policy

Employees who telecommute the majority of the work week are more satisfied with their jobs compared to those working mostly in the office because working remotely alleviates more stress than it creates for some workers.



Businesses or planning an online customer experience

An engaging online environment is critical for closing a sale. Among consumers who report browsing both online and in a store, 34% chose to go back online to make their purchase.



Businesses using social media daily

The recommended frequency for posting on Facebook is between five and ten posts per week, and three times per day on Twitter, but businesses should examine all the ways social media can fit with their marketing strategy.



Residents digitally interacting with local businesses weekly

Status and Future of Your Region

- INFRASTRUCTURE
- USE
- RESEARCH & INFORMATION

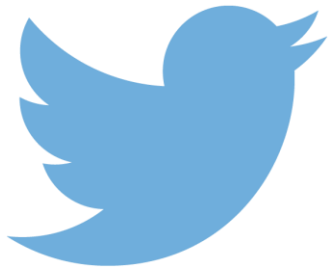




- What **challenges** are you facing in your effort to provide and effectively use broadband technology in your region?
- What unique and immediate **opportunities** exist in your region for deployment and use of broadband?



- What do you need from the Global Institute, other resources or organizations to meet your broadband objectives?
- Who else in your region needs to be invited to **collaborate** in the work of the Global Institute toward an Intelligent Ohio?



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